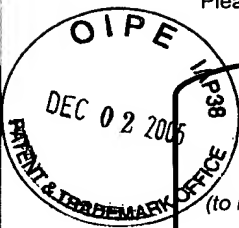


Please type a plus sign (+) inside this box → +



# TRANSMITTAL FORM

(to be used for all correspondence after initial filing)

Application Number	09/503,096
Filing Date	February 11, 2000
Inventor(s)	Katherine G. AUGUST et al.
Group Art Unit	2135
Examiner Name	T. B. Truong
Attorney Docket Number	29250-000524/US

## ENCLOSURES (check all that apply)

☒ Fee Transmittal Form☒ Fee Attached☐ Amendment☐ After Final☐ Affidavits/declaration(s)☐ Extension of Time Request☐ Express Abandonment Request☐ Information Disclosure Statement☐ Certified Copy of Priority Document(s)☐ Response to Missing Parts/Incomplete Application☐ Response to Missing Parts under 37 CFR 1.52 or 1.53☐ Assignment Papers  
(for an Application)☐ Letter to the Official Draftsperson and  
\_\_\_\_ Sheets of Formal Drawing(s)☐ Licensing-related Papers☐ Petition☐ Petition to Convert to a  
Provisional Application☐ Power of Attorney, Revocation  
Change of Correspondence Address☐ Terminal Disclaimer☐ Request for Refund☐ CD, Number of CD(s) \_\_\_\_\_☐ After Allowance Communication to Group☐ LETTER SUBMITTING APPEAL  
BRIEF AND APPEAL BRIEF (w/clean  
version of pending claims)☒ Appeal Communication to Group  
(Notice of Appeal, Brief, Reply Brief)☐ Proprietary Information☐ Status Letter☐ Other Enclosure(s)  
(please identify below):

Remarks

**MAIL STOP AF**

## SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm  
or  
Individual name

Harness, Dickey &amp; Pierce, P.L.C.

Attorney Name

Gary D. Yacura

Reg. No.

35,416

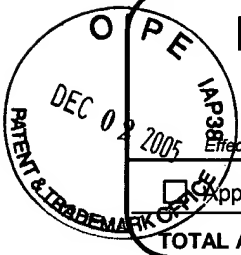
Signature

Date

December 2, 2005

GDY/DAP:let

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# FEE TRANSMITTAL for FY 2005

Effective 10/01/2004. Patent fees are subject to annual revision.

☐ Applicant claims small entity status. See 37 CFR 1.27

TOTAL AMOUNT OF PAYMENT (\$) 500.00

## Complete if Known

Application Number 09/503,096  
Filing Date February 11, 2005  
First Named Inventor Katherine G. AUGUST et al.  
Examiner Name T.B. Truong  
Art Unit 2135  
Attorney Docket No. 29250-000524/US

### METHOD OF PAYMENT (check all that apply)

☒ Check ☐ Credit card ☐ Money ☐ Other ☐ None  
Order

☒ Deposit Account:

Deposit  
Account  
Number

08-0750

Deposit  
Account  
Name

Harness, Dickey & Pierce, PLC

The Director is authorized to: (check all that apply)

☐ Charge fee(s) indicated below ☒ Credit any overpayments  
☒ Charge any additional fee(s) during the pendency of this application  
☐ Charge fee(s) indicated below, except for the filing fee  
to the above-identified deposit account.

### FEE CALCULATION

#### 1. BASIC FILING FEE

Large Entity		Small Entity		Fee Description	Fee Paid
Fee Code	Fee (\$)	Fee Code	Fee (\$)		
1011	300	2011	150	Utility filing fee	
1012	200	2012	100	Design filing fee	
1013	200	2013	100	Plant filing fee	
1014	300	2014	150	Reissue filing fee	
1005	200	2005	100	Provisional filing fee	

SUBTOTAL (1)

(\$0)

#### 2. EXTRA CLAIM FEES FOR UTILITY AND REISSUE

Total Claims	Extra Claims	Fee from below	Fee Paid
26	-26 ** = 0	50	0
4	-4 ** = 0	200	0
Multiple Dependent			0

Large Entity		Small Entity		Fee Description
Fee Code	Fee (\$)	Fee Code	Fee (\$)	
1202	50	2202	25	Claims in excess of 20
1201	200	2201	100	Independent claims in excess of 3
1203	360	2203	180	Multiple dependent claim, if not paid
1204	200	2204	100	** Reissue independent claims over original patent
1205	50	2205	25	** Reissue claims in excess of 20 and over original patent

SUBTOTAL (2)

(\$0)

\*\*or number previously paid, if greater; For Reissues, see above

### FEE CALCULATION (continued)

#### 3. ADDITIONAL FEES

Large Entity Small Entity

Fee Code	Fee (\$)	Fee Code	Fee (\$)	Fee Description	Fee Paid
1051	130	2051	65	Surcharge - late filing fee or oath	
1052	50	2052	25	Surcharge - late provisional filing fee or cover sheet	
1053	130	1053	130	Non-English specification	
1812	2,520	1812	2,520	For filing a request for reexamination	
1804	920*	1804	920*	Requesting publication of SIR prior to Examiner action	
1805	1,840*	1805	1,840*	Requesting publication of SIR after Examiner action	
1251	120	2251	60	Extension for reply within first month	
1252	450	2252	225	Extension for reply within second month	
1253	1020	2253	510	Extension for reply within third month	
1254	1,590	2254	795	Extension for reply within fourth month	
1255	2,160	2255	1080	Extension for reply within fifth month	
1401	500	2401	250	Notice of Appeal	500
1402	500	2402	250	Filing a brief in support of an appeal	
1403	1000	2403	500	Request for oral hearing	
1452	500	2452	250	Petition to revive - unavoidable	
1453	1500	2453	750	Petition to revive - unintentional	
1501	1400	2501	700	Utility issue fee (or reissue)	
1502	800	2502	400	Design issue fee	
1460	130	1460	130	Petitions to the Commissioner	
1807	50	1807	50	Processing fee under 37 CFR 1.17 (q)	
1806	180	1806	180	Submission of Information Disclosure Stmt	
8021	40	8021	40	Recording each patent assignment per property (times number of properties)	
1809	790	2809	395	Filing a submission after final rejection (37 CFR § 1.129(a))	
1810	790	2810	395	For each additional invention to be examined (37 CFR § 1.129(b))	
1801	790	2801	395	Request for Continued Examination (RCE)	

Other fee (specify) \_\_\_\_\_

\*Reduced by Basic Filing Fee Paid

SUBTOTAL (3)

(\$500.00)

#### 4. SEARCH/EXAMINATION FEES

1111	500	2111	250	Utility Search Fee	
1112	100	2112	50	Design Search Fee	
1113	300	2113	150	Plant Search Fee	
1114	500	2114	250	Reissue Search Fee	
1311	200	2311	100	Utility Examination Fee	
1312	130	2312	65	Design Examination Fee	
1313	160	2313	80	Plant Examination Fee	
1314	600	2314	300	Reissue Examination Fee	

SUBTOTAL (4)

(\$0)

### SUBMITTED BY

Complete (if applicable)

Name (Print/Type) Gary D. Yacura Registration No. (Attorney/Agent) 35,416 Telephone (703) 668-8000  
Signature Date December 2, 2005

WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038. GDY/let

**IN THE U.S. PATENT AND TRADEMARK OFFICE**



Appellants: Katherine Grace AUGUST et al.

Application No.: 09/503,096

Art Unit: 2135

Filed: February 11, 2000

Examiner: Thangha B. Truong

For: METHOD AND SYSTEM FOR CAPTURE OF LOCATION  
SPECIFIC MEDIA RELATED INFORMATION AND DELIVERY  
THROUGH COMMUNICATIONS NETWORK

Atty Dkt No.: 29250-000524/US

Conf. No.: 6097

Customer Service Window  
Randolph Building  
401 Dulany Street  
Alexandria, VA 22313

December 2, 2005

**Mail Stop Appeal Brief – Patent**

**APPELLANTS' BRIEF ON APPEAL UNDER 37 C.F.R. §41.37**

Sir:

Appellants submit herewith their Brief on Appeal as required by 37 C.F.R. § 41.37.

12/05/2005 JADD01 00000019 09503096

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**BRIEF ON BEHALF OF APPELLANTS**

In support of the Notice of Appeal filed on August 29, 2005, appealing the Examiner's final rejection mailed on June 6, 2005 of each of pending claims 1-26 of the present application which appear in the attached claims appendix, Appellants hereby provide the following remarks.

**I. REAL PARTY IN INTEREST**

The real party in interest in this appeal is Lucent Technologies, Inc.

**II. RELATED APPEALS AND INTERFERENCES**

There are no known appeals or interferences that will affect, be directly affected by, or have a bearing on the Board's decision in this Appeal. As such, Appellants have omitted the Related proceedings appendix under 37 C.F.R. § 41.37(c)(1)(x).

**III. EVIDENCE APPENDIX**

No evidence has been submitted pursuant to §§ 1.130, 1.131, or 1.132 of this title, nor has any other evidence been entered by the examiner and relied upon by appellant in the appeal. As such, Appellants have omitted the Evidence appendix under 37 C.F.R. § 41.37(c)(1)(ix).

**IV. STATUS OF CLAIMS**

Claims 1-26 are pending in the current application, with claims 1, 4, 14 and 15 being written in independent form.

Claims 1-26 remain finally rejected under 35 U.S.C. § 103 (a) as being anticipated/taught by Chen et al., U.S. Patent No. 6,314,192 (hereinafter "Chen") in view of Moskowitz, U.S. Patent No. 6,016,476 (hereinafter "Moskowitz").

Claims 1-26 are being appealed.

**V. STATUS OF AMENDMENTS**

No amendments have been filed with the Appeal.

## VI. SUMMARY OF CLAIMED SUBJECT MATTER

The claimed invention is directed to communications systems and methods for delivering content (e.g., pay-per-view television shows) to subscribers. Conventionally, such content is delivered to subscribers over a two way communications path.<sup>1</sup> It is typically difficult for distributors (e.g., advertisers) to target particular markets (e.g., local markets) of subscribers with conventional methods.<sup>2</sup> Features of the claimed invention, which may allow such targeted communication, will now be described with reference to the example embodiment illustrated in Figure 1 of the application (reproduced below).

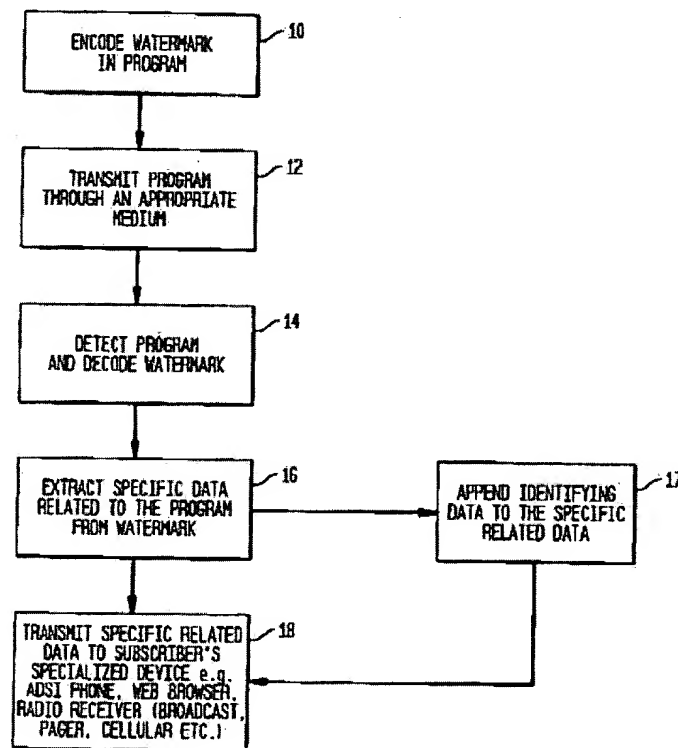


FIGURE 1

Referring to Figure 1, a watermark is embedded in a principal program in step 10.<sup>3</sup> For example, if the principal program is a television show, the watermark may be embedded into the television show by a producer of the television show, a TV station broadcasting the

<sup>1</sup> See page 1 of the Specification of the present application.

<sup>2</sup> See page 2 of the Specification of the present application.

<sup>3</sup> See page 6 of the Specification of the present application

television show and/or a re-broadcaster, such as a cable operator.<sup>4</sup> The watermark is an electrical signal encoded within the signal of the transmitted program, which is imperceptible to the human eye and/or ear.<sup>5</sup> Various watermark encoding schemes are well-known in the art and will not be described further for the sake of brevity.

Referring again to Figure 1, the principal program including the embedded watermark is transmitted through an appropriate medium (e.g., a wire interface, a wireless interface, etc.) in step 12.<sup>6</sup> For example, the principal program may be transmitted by a tower to a television or radio receiver.<sup>7</sup> A receiving station receives the transmitted principal program and extracts or decodes the watermark from the received principal program in step 14.<sup>8</sup> The extracted watermark may include specific data related to the principal program or may alternatively include a pointer to a location (e.g., in a database) where the specific data may be located.<sup>9</sup> Once the specific data is obtained based on the extracted watermark (e.g., either directly or indirectly via a pointer), the specific related data may be transmitted directly to one or more subscribers in step 18. Alternatively, in step 18, the specific related data may be appended to other data (including origination information) and the combined data may then be sent to one or more subscribers. It will be appreciated that advertisers may use the identifying information to associate the specific related data with particular target markets.<sup>10</sup>

Thus, a watermark may be embedded in a principal program (e.g., step 10 of Figure 1) and the principal program including the embedded watermark may be first transmitted to one or more subscribers (e.g., step 12 of Figure 1). The embedded watermark may be decoded to determine specific related data to be transmitted to the one or more subscribers (e.g., step 14 of Figure 1). The specific related data may include, for example, an offer or advertisement to the one or more subscribers, a telephone number, a worldwide web address, etc. The specific related data may then be transmitted, in response to the decoded watermark, to the one or more subscribers through a communications network. Figures 2 and 3 illustrate alternative example embodiments of the above-described example embodiment of Figure 1.

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<sup>4</sup> See page 6 of the Specification of the present application.

<sup>5</sup> See page 6 of the Specification of the present application.

<sup>6</sup> See page 9 of the Specification of the present application.

<sup>7</sup> See Figure 4 of the present application.

<sup>8</sup> See page 9 of the Specification of the present application.

<sup>9</sup> See page 10 of the Specification of the present application.

<sup>10</sup> See page 11 of the Specification of the present application.

**VII. GROUND OF REJECTION TO BE REVIEWED ON APPEAL**

Appellants seek the Board's review of the rejection of claims 1-26 under 35 U.S.C. § 103 (a) as being anticipated/taught by Chen in view of Moskowitz.

**VIII. ARGUMENTS**

**A. Claims 1-26 are not unpatentable over the combination of Chen in view of Moskowitz under 35 U.S.C. § 103 (a)**

As claims 1, 4, 14 and 15 are allowable for features which are present in each claim, the arguments hereafter are directed to each of claims 1, 4, 14 and 15, with claims 2-3, 5-13, and 16-26, dependent upon independent claims 1, 4, 14 and 15, respectively, rising and falling together.

**i. Claims 1, 4, 14 and 15**

Each of independent claims 1, 4, 14 and 15 recite one of a transmitting and delivering step which is triggered **in response** to information extracted or decoded from a watermark in a signal. The Examiner alleges that Chen discloses the claimed responsive transmitting step with reference to column 1, lines 34-38.<sup>11</sup> However, Appellants respectfully submit that the Examiner is mischaracterizing the cited portion of the Chen patent.

***Chen fails to teach claimed limitations performed in response to watermark***

Column 1, lines 32-38 of the Chen patent states:

Often, such known systems include "coding" functions that embed the watermark signal into the host signal to generate a composite signal, and "decoding" functions that seek to extract the watermark signal from the composite signal. Such functions may also be referred to as transmitting and receiving functions, indicating that the composite signal is transmitted over a channel to the receiver.

As evident from this citation, Chen simply discloses embedding/decoding of a watermark signal, and **not** "transmitting, in response to said decoded watermark, said specific data related to said principal program to said one or more subscribers through a communications network" as recited in independent claims 1 and 4, or a "delivery means for delivering said specific data related to said principal program to a receiving device associated

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<sup>11</sup> See pages 2-3 of the Office Action mailed on June 6, 2005.



with said one or more subscribers in response to the decoded watermark” as recited in independent claims 14 and 15.

Chen discloses a system, method and product for information embedding using an ensemble of non-intersecting embedding generators. Specifically, Chen discloses a general method of embedding a watermark, transmitting a signal including the embedded watermark and decoding (e.g., extracting) the embedded watermark from the received signal. Chen does not disclose or suggest any operations performed based on the extracted watermark.

The Examiner alleges that Chen discloses “second transmitting, in response to said decoding watermark, said specific related data to said principal program to said one or more subscribers through a communications network”.<sup>12</sup> Referring to column 1, 34-38 of Chen, the Examiner states that “[s]uch functions may also be referred to as transmitting and receiving functions, indicating that the composite signal is transmitted over a channel to the receiver”.<sup>13</sup> The “functions” referred to by Chen relate to coding and decoding functions performed when sending and receiving a watermark, respectively.<sup>14</sup> Appellants acknowledge that Chen teaches transmitting an encoded signal including a watermark to a receiver and decoding the signal. However, Chen does not disclose or suggest an operation such as recited in the claims in response to the decoding of the watermark. Namely, Chen does not disclose or suggest “transmitting, in response to said decoded watermark, said specific data related to said principal program to said one or more subscribers through a communications network” as recited in independent claims 1 and 4, or a “delivery means for delivering said specific data related to said principal program to a receiving device associated with said one or more subscribers in response to the decoded watermark” as recited in independent claims 14 and 15.

***Moskowitz fails to teach claimed limitations performed in response to watermark***

The Examiner combines the Moskowitz reference with Chen for deficiencies of Chen unrelated to transmitting or delivering specific data related to a principal program in response to watermark extractions.<sup>15</sup> In this regard, Appellants agree with the Examiner in that Chen does not explicitly state that the specific data includes at least one of an offer to said one or

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<sup>12</sup> See page 2 of the Office Action mailed on June 6, 2005.

<sup>13</sup> *Id.*

<sup>14</sup> See column 1, lines 32-38 of the Chen patent.

<sup>15</sup> See page 3 of the Office Action mailed on June 6, 2005.

more subscribers, telephone number, World Wide Web address, coupon and advertisement.<sup>16</sup>  
The Examiner alleges Moskowitz discloses these particular deficiencies of Chen.<sup>17</sup>

Moskowitz discloses a method for human assisted random key generation and application for a digital watermark system.<sup>18</sup> Moskowitz discloses an alternative method of encoding and decoding watermark signals but, similar to Chen, remains deficient in disclosing the operations of transmitting or delivering specific data related to a principal program in response to the decoding of the watermark signal. Thus, while Appellants agree with the Examiner in that Chen includes deficiencies in addition to the above-described deficiencies, Appellants respectfully submit that Moskowitz is insufficient in disclosing or suggesting the above-described deficiency of Chen.<sup>19</sup>

Therefore, Chen in view of Moskowitz does not render any of independent claims 1, 4, 14 and 15 as obvious.

***Examiner mischaracterizes Appellants' admission***

The Examiner alleges that "the applicant also admits in the remarks section that Chen does teach the claimed invention (see last three lines of page 8 [of the February 10, 2005 Request for Reconsideration])".<sup>20</sup> This statement is simply not true since the section referred to by the Examiner reads "[t]he Applicant acknowledges that Chen teaches transmitting an encoded signal including a watermark to a receiver and decoding the signal" and this acknowledgment of Chen's teachings does not address, for example, the above-described deficiencies of Chen.

***Examiner sets forth new rejection related to information extractor***

The Examiner has maintained the above-described arguments despite Appellants' previous arguments and issued a final Office Action on June 6<sup>th</sup>, 2005.<sup>21</sup> In the "Response to Argument" section of said final Office Action, the Examiner proposed new arguments in support of the Examiner's position that Chen discloses the above-described deficiency.<sup>22</sup>

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<sup>16</sup> *Id.*

<sup>17</sup> *Id.*

<sup>18</sup> See Abstract of the Moskowitz patent.

<sup>19</sup> See the arguments made on page 9 of the Request for Reconsideration filed on February 10, 2005.

<sup>20</sup> See page 12 of the Office Action mailed on June 6, 2005.

<sup>21</sup> See page 2 of the Office Action mailed on June 6, 2005.

<sup>22</sup> See pages 11-13 of the Office Action mailed on June 6, 2005.

Appellants will now explain how the Examiner's new position contains the same deficiencies as above-described with respect to the Examiner's old position.

The Examiner refers the Appellants to operations of the information extractor 202 as being read upon by the claimed invention.<sup>23</sup> Chen discusses the functionality of the information extractor 202 substantially within Column 33, lines 16-42 of the Chen patent with respect to Figure 9. This passage of Chen states:

FIG. 9 is a functional block diagram of information extractor 202 of FIG. 2. In the illustrated embodiment, information extractor 202 receives from receiver 125 (via an input device of input-output devices 260B and operating system 220B) received composite signal with noise 105. As shown in FIG. 9, information extractor 202 includes synchronizer 910 that synchronizes signal 105 so that the location of particular portions of such signal, corresponding to portions of transmitted composite signal 103, may be determined. Information extractor 202 also includes ensemble replicator 920 that replicates the ensemble of embedding generators and embedding values that information embedder 201 generated. As noted, such replication may be accomplished in one embodiment by examining a portion of the received signal. In alternative embodiments, the information contained in the quantizer specifier may be available a priori to information extractor 202. The replicated embedding generators of the illustrated embodiment are dithered quantizers, and the embedding values are dithered quantization values. Information extractor 202 further includes point decoder 930 that, for each co-processed group of components of the watermark signal, determines the closest dithered quantization value to selected values of the host signal, thereby reconstructing the watermark signal.

As a review of this passage reveals, the information extractor 202 is well named because it simply extracts information.<sup>24</sup> The information extractor 202 is responsible for extracting or decoding information present in a watermark signal, not performing transmission or delivery of specific data related to a principal program in response to said decoded information.<sup>25</sup> The Examiner appears to indicate the synchronization of the composite signal is performed in response to the decoded/extracted information from the watermark.<sup>26</sup> However, the synchronization of portions of the composite signal is performed in order to correctly extract/reconstruct the watermark, and as such is performed before the watermark signal is decoded/extracted.<sup>27</sup> Appellants again cannot understand how Chen can disclose operations performed in response to a decoding operation if the alleged operations occur before the decoding.

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<sup>23</sup> See page 12 of the Office Action mailed on June 6, 2005.

<sup>24</sup> *Id.*

<sup>25</sup> *Id.*

<sup>26</sup> See page 12 of the Office Action mailed on June 6, 2005.

<sup>27</sup> See column 33, lines 16-42 and Figure 9 of the Chen patent.

Therefore, Chen in view of Moskowitz does not render any of independent claims 1, 4, 14 and 15 as obvious.

## IX. CONCLUSION

Appellants respectfully request the Board to reverse the Examiner's 35 U.S.C. § 103 rejection of claims 1-26 as being obvious with respect to Chen in view of Moskowitz.

The Commissioner is authorized in this, concurrent, and future replies, to charge payment or credit any overpayment to Deposit Account No. 08-0750 for any additional fees required under 37 C.F.R. § 1.16 or under 37 C.F.R. § 1.17; particularly, extension of time fees.

Respectfully submitted,

HARNESS, DICKY, & PIERCE, P.L.C.

By: \_\_\_\_\_

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GDY/DAP/cdw

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Attachment: X. Claims Appendix

**X. CLAIMS APPENDIX**

1. (Previously Presented) A method for delivering specific data related to a principal program, to one or more subscribers receiving said principal, program, said method comprising:

embedding a watermark within said principal program, first transmitting said principal program with the embedded watermark to said one or more subscribers;

decoding said embedded watermark to determine the specific related data to be transmitted to said one or more subscribers, the specific related data including at least one of an offer to said one or more subscribers, telephone number, World Wide Web address, coupon, and advertisement; and

second transmitting, in response to said decoded watermark, said specific data related to said principal program to said one or more subscribers through a communications network.

2. (Original) The method of claim 1 wherein said decoding step further comprises decoding said watermark at a receiver located at said one or more subscribers.

3. (Previously Presented) The method of claim 1 wherein said decoding step further comprises the steps of:

receiving said principal program at a central location; and

decoding said embedded watermark at said central location.

4. (Previously Presented) A method for delivering a principal program and specific data related to said principal program to one or more subscribers, said method comprising the steps of:

determining whether said principal program includes an embedded watermark;  
decoding said embedded watermark from said principal program; and  
transmitting, in response to said decoded watermark, said specific related data to said one or more subscribers through a communications network, the specific related data including at least one of an offer to said one or more subscribers, telephone number, World Wide Web address, coupon, and advertisement.

5. (Original) The method of claim 4 wherein said decoding step further comprises decoding said watermark at a receiver located at said one or more subscribers.

6. (Original) The method of claim 4 wherein said decoding step further comprises the steps of:

receiving said principal program at a central location;  
decoding said embedded watermark at said central location; and  
in response to said decoded watermark, transmitting said specific data related to said principal program to a receiving device associated with said one or more subscribers through a communications network.

7. (Original) The method of claim 6 wherein said watermark includes a pointer to said specific related data stored in a database, further comprising the step of retrieving said specific data from said database prior to said transmitting step.

8. (Original) The method of claim 6 wherein said watermark comprises said specific related data.

9. (Original) The method of claim 6 wherein said central location is a re-broadcaster of said principal program to said one or more subscribers.

10. (Original) The method of claim 9 wherein said re-broadcaster is the head-end office of a cable provider.

11. (Original) The method of claim 9 wherein said re-broadcaster is a satellite broadcast transmitter station.

12. (Original) The method of claim 9 wherein said re-broadcaster is an Internet service provider.

13. (Original) The method of claim 6 further comprising the step of:

appending demographic data to said secondary specific related data prior to said transmitting step, wherein said transmitting said specific related data includes transmitting said demographic data.

14. (Previously Presented) A communications system for delivering specific data related to a principal program, to one or more subscribers receiving said principal program, comprising:

a decoder for decoding a watermark embedded in a principal program, wherein said watermark contains data from which said specific related data may be identified, the specific related data including at least one of an offer to said one or more subscribers, telephone number, World Wide Web address, coupon, and advertisement; and

delivery means for delivering said specific data related to said principal program to a receiving device associated with said one or more subscribers in response to the decoded watermark.

15. (Previously Presented) A communications system for delivering specific data related to a principal program, to one or more subscribers receiving said principal program, comprising:

a decoder for decoding a watermark embedded in a principal program, wherein said specific related data is contained within said watermark, the specific related data including at least one of an offer to said one or more subscribers, telephone number, World Wide Web address, coupon, and advertisement; and

delivery means for delivering said specific data related to said principal program to a receiving device associated with said one or more subscribers in response to the decoded watermark.

16. (Original) The system of claim 14 or 15 wherein said delivery means for delivering said specific related data in an ADSI server and said receiving device is an ADSI device.

17. (Original) The system of claim 14 or 15 wherein said delivery means for delivering said specific related data is an IP server and said receiving device is an Internet enabled application running on a web enabled device associated with said one or more subscribers.



18. (Original) The system of claim 14 or 15 wherein said delivery means for delivering said specific related data is a radio transmitter.

19. (Previously Presented) The system of claim 18 wherein said receiving device is an FM radio receiver.

20. (Original) The system of claim 18 wherein said receiving device is a wireless telephone.

21. (Original) The system of claim 18 wherein said receiving device is a pager.

22. (Original) The system of claim 18 wherein said receiving device is a remote control device.

23. (Original) The system of claim 14 or 15 wherein said delivery means for delivering said specific related data is a television broadcast transmitter.

24. (Original) The system of claim 14 or 15 wherein said delivery means for delivering said specific related data is a set top box.

25. (Original) The system of claim 14 or 15 further comprising:

a transmitter for transmitting said principal program with said watermark embedded therein from a point of origin to a destination.

26. (Original) The system of claim 25 further comprising:  
delivery means for delivering said principal program to said one or more subscribers.